

PHILIP MORRIS USA**INTER-OFFICE CORRESPONDENCE**

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TO: John Buehler/Patrick Venetucci

DATE: October 7, 1994

FROM: G. D'Alessandro *GD*SUBJECT: Slims 1/15 Spring V-Wear FSI-Creative Brief**Background**

In February 1995, Slims will introduce the V-Wear Spring collection "Turn-up The Brights" through an integrated marketing plan. Below is the creative specifications for the FSI. *one*

Objectives

- Maintain current Virginia Slims franchise.
- Incent trial/repeat purchase among key competitive smokers.

Strategy/Tactics:

The V-Wear Spring FSI will leverage on the highly redeemed Superbowl issue (approx. 20% higher), to offer consumers details on the upcoming V-Wear catalogue and to deliver coupons, which would vary in value in accordance to Slims' strength grit.

- Strong: Slims SDI > 100 and share trending higher than national.
- Threat: Slims SDI > 100 and share trending lower than national.
- Opportunity: Slims SDI = 90 - 100 and share trending higher than national.
- Weak: Slims SDI = 90 - 100 and share trending lower than national.

Markets:**STRONG**

3G0 NEW ORLEANS
3E0 JACKSON
2J0 ATLANTA
4L0 CHICAGO
2K0 BIRMINGHAM
3R0 WACO/ TEMPLE
2P0 TAMPA
2M0 JACKSONVILLE
2F0 COLUMBIA
2H0 KNOXVILLE
2N0 PENSACOLA
2A0 BALTIMORE
3D0 MEMPHIS
2Q0 MIAMI
4M0 PEORIA
4H0 TOLEDO
2E0 CHARLOTTE
4G0 GRAND RAPIDS
3M0 OKLAHOMA CITY

THREAT

5K0 HAWAII ✓
3H0 LAKE CHARLES ✓
4F0 DETROIT ✓
4A0 PITTSBURGH ✓
3Q0 HOUSTON ✓
3N0 DALLAS/ FT. WORTH ✓
2B0 WASHINGTON ✓
2G0 GREENVILLE ✓
2C0 RICHMOND ✓
5L0 LOS ANGELES ✓
1H0 NEW YORK ✓
3F0 LITTLE ROCK ✓
2L0 SAVANNAH ✓

OPPORTUNITY

2D0 RALEIGH/ DURHAM ✓
3C0 MIDLAND ✓
5J0 FRESNO ✓
5E0 DENVER ✓
2O0 ORLANDO ✓

WEAK

2I0 NASHVILLE ✓
5M0 SAN DIEGO ✓
1I0 PHILADELPHIA ✓
3A0 ST. LOUIS ✓
5H0 SACRAMENTO ✓
1C0 HARTFORD ✓
1J0 HARRISBURG ✓
5I0 SAN FRANCISCO ✓

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Elements:

- **FSI Ad**- The format of this FSI will be single page (7 3/4" X 10 1/2").

800 #: 1-800-577-8777 for V-Wear catalogue

Coupons:	<u>Value</u>	<u>Expiration Date</u>
Strong	\$1.00 off ctn/4 pck	3/31/95
Threat	\$2.00 off ctn/4 pck	3/31/95
Opportunity	B2G1F pack	3/31/95
Weak	B1G1F pack	3/31/95

- **Trade Brochure***- A section of the a trade brochure catalogue will be available for V.S. product shot. Quantity-5,000
Four-color film separations of product shot: 3 1/2" X 3 1/2" = product shot live area.
- **Shelf talker***- 10,000 customized POS will be available at no cost.
Four-color film separations of product shot: 3 1/2" X 3 1/2" = product shot live area.
*Waiting for legal approval

Execution Guidelines

Through Slims' branding and imagery, using the "Turn-up The Brights" theme, create a single page FSI primary giving details on obtaining a V-Wear catalogue and offering coupon .

Production Timing/Mailing:

Soot	10/2-10/5
Comp to PM	w/o 10/17
Comp approved	w/o 10/17
A&K Due	w/o 10/31
A&K Approved	w/o 10/31
Trade . & POS product shot *	w/o 10/31
Proof to PM	w/o 11/21
Proof Approved	w/o 11/21
Film Due (Extension)	11/25
Drop	1/15/95

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